

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Final Office Action dated September 15, 2011. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-2 and 4-12 are pending in the Application. Claims 1 and 8 are independent claims. Claims 3 and 13 were previously canceled.

In the Final Office action, claims 1-2 and 4-12 are rejected under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0197472 to Kanauchi et al. ("Kanauchi") in view of U.S. Patent Publication No. 2002/0196241 to Morita ("Morita") and further, in view of U.S. Patent Publication No. 2001/0033278 to Ohta ("Ohta"). These rejections are traversed. It is respectfully submitted that claims 1-2 and 4-12 are allowable for at least the following reasons.

Applicants have elected to amend the claims herein to clarify that which is recited in the claims. It is respectfully submitted that these amendments to the claims present no new issues requiring further search as the subject matter presented by the amended claims is provided in previously presented claims. See for example the scrolling element. Also, "the at least two bands" were previously recited in an early element and characterized as "scrolling" later in the claim 1, for example. The amendment makes this "scrolling" of the at least two bands characterization together with defining of the bands.

No new search is necessitated by these amendments which place the claims in better condition for allowance and/or consolidate and reduce issues that may be pending thereafter for appeal. No new matter is added by the amendments to the claims.

Accordingly, consideration and entrance of the amendments is respectfully requested. The Applicants respectfully reserve the right to reintroduce subject matter canceled herein in this and/or continuing applications.

Accordingly, it is respectfully requested that the claim amendments be entered.

Regarding the claims rejection, Kanauchi in paragraph [0072] describes two display regions 1 and 2 formed on the upper end side of a display followed by non-display regions formed under them. Both display and non-display regions are scanned. Contrary to the claims, the display regions of Kanauchi are not capable of scrolling. Thus, because Kanauchi's display and non-display regions are not capable of scrolling, Kanauchi's does not teach, disclose, or suggest "forming at least two scrolling bands of a the plurality of simultaneously illuminated rows of pixels; forming a second scrolling band of a plurality of non-illuminated rows of pixels for separating the at least two bands", as recited in claim 1, for example.

It is undisputed, as admitted at page 3 of the Final Office Action, that Kanauchi does not teach any of the remaining claimed elements, including the scrolling displaying and "at most 75%" elements. Morita is introduced to disclose that which is admitted missing from Kanauchi. With regard to Morita, the Final Office Action only references Figures 8B and 8C, which show partial displays realized by a scan driver. The relevant text, referencing these Figures discusses "only the scan lines in the blocks corresponding to display areas 102A and 104A to be sequentially driven" and "the scan lines in the blocks corresponding to non-display areas 108B and 110B need not be driven". The disclosure of these sections and that of the rest of Morita fails to disclose the claimed scrolling displaying and "at most

75%" elements.

In the third paragraph of Response to Arguments section, at page 7 of the Final Office Action, the Examiner, disagrees with the Applicant's arguments and without any further elaboration directs Applicants back to 8B and 8C of Kanauchi, but probably meaning Morita. In response, it is respectfully submitted that Morita Figures 8B and 8C do show display areas 102A, 100B, 104A, 108B, 106A, and 110B. However, it is respectfully submitted that these Figures and their accompanying descriptions (see discussion above) do not teach, disclose or suggest the claimed scrolling displaying and "at most 75%" elements. As with regard to the recitation of "at most 75% of the rows of pixels are illuminated at any point in time", the Examiner fails to even attempt to find a reference that would collaborate the dismissive treatment of this limitation.

It is further undisputed, as admitted at page 3 of the Final Office Action, that Kanauchi and Morita do not teach that the at least two scrolling bands are formed of "the plurality of simultaneously illuminated rows of pixels", as recited in claim 1, for example. Ohta is relied on to teach "**simultaneously outputting the display scanning signal**". In the claims the only element that resembles this quote is "displaying image data for different frames of video in different of the at least two scrolling bands so that different parts of two adjacent frames are displayed at any one time", as recited in claim 1, for example.

In the second paragraph of Response to Arguments section, at page 7 of the Final Office Action, the Examiner disagrees with the Applicant's arguments regarding Ohta and again, without any further elaboration directs Applicants back to paragraphs

[0105]-[0106]. As previously argued, paragraphs [0105]-[0106] of Ohta, cited in the Final Office Action, describe outputting display data signals based on the display data to data signal lines so as to display an image according to the display data (see Ohta, paragraph [0105]). Ohta's image display device includes a data signal line driving section for outputting display data signals (e.g., video signals) based on the display data respectively to data signal lines, so as to display an image according to the display data (see Ohta, paragraph [0106]). It is respectfully submitted that these descriptions and the rest of Ohta do not teach, disclose, or suggest "displaying image data for different frames of video in different of the at least two scrolling bands so that different parts of two adjacent frames are displayed at any one time", as recited in claim 1, for example.

Finally, in the last paragraph of Response to Arguments section, the Examiner points to Figure 12 of Kanauchi as disclosing "the image data is written into the frame buffer progressively frame by frame in sequence, such that the frame buffer stores partial image data for two adjacent frames, and wherein the image data is read out from the frame buffer at two locations simultaneously", as recited in claim 11. Applicants again respectfully disagree. Figure 12 and its description in Kanauchi reveal nothing of the sort. As made clear by Kanauchi in describing FIG. 12 (see, Kanauchi, paragraph [0072]):

FIG. 12 schematically shows an example when a partial display drive is executed in the second embodiment. According to the example shown in FIG. 12, a display region 1 is formed on the upper end side of a display and some non-display region is formed under the display region 1. Further, a display region 2 is formed under the non-display region and an approximately lower half portion under the display region 2 is arranged as a non-display region.

So while Kanauchi does show two display regions, Kanauchi is clear that a single frame is stored (e.g., see, ERASE GATE CLOCK SIGNAL and ERASE GATE STOP at the end of "ONE FRAME" as shown in FIG. 13 which is described as "examples of respective signal waveforms utilized when the partial display as shown in FIG. 12 is realized." (See, Kanauchi, paragraph [0072].)

In light of the above discussion, it is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Kanauchi in view of Morita and Ohta. For example, Kanauchi in view of Morita and Ohta do not teach, disclose or suggest, amongst other patentable elements, (illustrative emphasis added) "at any point in time: forming at least two scrolling bands of a plurality of simultaneously illuminated rows of pixels; forming a second scrolling band of a plurality of non-illuminated rows of pixels for separating the at least two bands; scrolling the at least two bands in the column direction over time such that they simultaneously change horizontal position from one time to a next time; and displaying image data for different frames of video in different of the at least two bands so that different parts of two adjacent frames are displayed at any one time, wherein at most 75% of the rows of pixels are illuminated at any point in time", as recited in claim 1 and as substantially recited in claim 8.

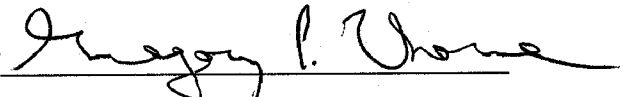
Based on the foregoing, the Applicants respectfully submit that the independent claims are patentable over the presented prior art references and an indication to that effect is respectfully requested. The dependent claims respectively depend from one of the

independent claims and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims.

In addition, Applicants deny any statement, position, or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

By 

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